



December 10, 2018

Marlene H. Dortch, Secretary
Office of the Secretary
Federal Communications Commission
445 12th Street SW
Washington, DC 20554

Board Chair
Andy Robinson
Board of Directors
Marshall Bender
Steve Carnell
Allan Crockett
Michael Dalby
Debbie Mathews Finch
David Gordley
Lisa Morse
Joe Paterno
Cary Putrino
Larry Ray
Carlos D. Rodriguez
Donald J. Scott
Gregory G. Smith
Renee Thigpen
Ellen Vanderburg
Chris Wright

President and CEO
Steven L. Sanderson, CFRE

Re: WC Docket No. 18-336 and CC Docket No. 92-105 regarding the National Suicide Hotline Improvement Act of 2018.

Dear Madam,

United Way of Collier County appreciates the opportunity to comment on the current effort undertaken by the Federal Communications Commission to study the feasibility of designating a three-digit number to the National Suicide Hotline and to assess the effectiveness of the current National Suicide Prevention Lifeline. In Collier County, our United Way is fighting for the health, education and financial stability by investing in 211 and what we call the ALICE —Asset Limited Income Constrained, Employed— population. These are hardworking people living paycheck-to-paycheck where unexpected financial costs, like a hospital visit or car repair, create financial instability and crisis. ALICE individuals make too much money to be eligible for social services and have instead depended on family and friends or struggled silently. United Way of Collier County's new focus on ALICE is a strategic effort to cover existing gaps in social services and support all Collier residents.

We acknowledge efforts are needed to create a safe place for all people to call – especially underserved or marginalized populations such as seniors, people with physical or intellectual disabilities, people that identify as LGBTQ+, Veterans, American Natives, non-English speakers, and individuals facing complex problems such as substance/opioid use, human trafficking, and domestic violence. Our organization has a 61-year history of reaching out to the underserved, and today we partner with 26 local, nonprofit agencies to drive systemic changes to solve our community's toughest problems like mental health and crisis.



We encourage the FCC to consider our 211 work here in Collier County as a vital partner in increasing access to suicide prevention and intervention services. Since the FCC designation of 211 in 2000, we have invested \$500,000 to the success of 211 and answered over 5,000 calls for help last year.

Moreover, our United Way invests more than \$1,000,000 annually in mental health, substance use, health, education, and other financial stability services. These critical investments position us to be key partners in the success of an improved mental health and crisis response system.

Another three-digit code may erode the simplicity of a single point of access for community help. Despite concerted efforts by numerous social services, and multiple hotlines, in our community to educate and market the distinctions, a person in crisis will likely always reach for the most familiar or most accessible number. Our 211 receives calls that are better suited for 911, and our 911 partners often receive calls that we can best answer. We recommend that resources should be invested to improve a unified single point of access with a blended partnership of the National Suicide Prevention Lifeline and United Way's 211 services. We believe in the power of partnership to address gaps, not duplicate services, and will be a valuable partner in the fight against suicide.

You can learn more about our work at www.unitedwayofcolliercounty.org and can reach my office for additional questions or discussion at 239-261-7112 x205. Thank you for your time in addressing this important issue and for your consideration.

Sincerely,

Steven L. Sanderson, CFRE
President and CEO

Board Chair
Andy Robinson
Board of Directors
Marshall Bender
Steve Carnell
Allan Crockett
Michael Dalby
Debbie Mathews Finch
David Gordley
Lisa Morse
Joe Paterno
Cary Putrino
Larry Ray
Carlos D. Rodriguez
Donald J. Scott
Gregory G. Smith
Renee Thigpen
Ellen Vanderburg
Chris Wright

President and CEO
Steven L. Sanderson, CFRE